

IN THE CLAIMS

1-24 (canceled)

25 (new): A method of labeling a glass, plastic or metal container or surface by means of a water based adhesive composition, said method comprising:

(a) selecting a microvoided polymeric label that will allow a water based adhesive to migrate into said microvoided polypropylene film;

(b) applying a water based adhesive to said polymeric label to form a fastenable polymeric label;

(c) fastening said fastenable polymeric label to a glass, plastic or metal container or surface; and

(d) allowing said polymeric label to dry on said glass, plastic or metal surface or container.

26 (new): A method for labeling a glass, plastic or metal container as defined in claim 25 wherein a hydrophilic layer is applied to said microvoided polymeric film before said water based adhesive is applied.

27 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein water is applied to said hydrophilic layer to form a fastenable microvoided label.

28 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein a waterbased adhesive containing a catalyst is applied to said hydrophilic layer to form a fastenable microvoided polymeric label.

29 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein a reactive catalyst crosslinkable with either the hydrophilic layer or the adhesive layer or both layers is added to the hydrophilic layer.

30 (new): A method for labeling a glass, plastic or metal

container as defined in claim 26 wherein the hydrophilic layer is a coated, coextruded or extruded layer.

31 (new): A method for labeling glass, plastic or metal container as defined in claim 30 where hydrophilic layer is a coated layer.

32 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein the adhesive is applied with 100% coverage or a pattern to the hydrophilic layer.

33 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein from 0.25 to 6mils of a water based adhesive is applied.

34 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein the polymeric label is a mono-layer or coextruded film selected from white or colored polypropylene, polyethylene, polyester, polystyrene, polycarbonate or compatibilized polymer blends.

35 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein the polymeric label includes a reverse printed clear polymeric film which is laminated to the low density polymeric label surface.

36 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein an adhesion promoting tie layer or primer is used to promote adhesion of the hydrophilic layer to the polymer label.

37 (canceled):

38 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein an adhesion promoting layer is used on a print surface on the polymer label to promote indicia adhesion.

39 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein a protective coating over a surface of printed indicia is present which is formulated with slip aids and/or anti-static agents to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

40 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein a protective coating over a surface of printed indicia is present which is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

41 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein a protective coating over an exposed surface of the microvoided polymeric label is formulated with slip aids and/or anti-static agents known to those in the art to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

42 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein a protective coating over the surface of the exposed polymer layer is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

43 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein the hydrophilic layer is formulated with humectants for curl control and/or anti-block aids to control the layflat and blocking properties of the label for optimum high speed application.

44 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein the aqueous label adhesive is based on starch, casein, synthetic polymer or blends of starch, casein or synthetic polymers.

45 (new): A method for labeling a glass, plastic or metal container as defined in claim 26 wherein the hydrophilic layer activated by water into an adhesive layer is a derivative of polyacrylic acid or polyacrylic acid copolymer.

46 (new): A method for labeling a glass, plastic or metal container as defined in claim 454 wherein the hydrophilic layer activated by water into an adhesive layer is a carboxylated sodium polyacrylate.

47 (new): A method of labeling a glass, plastic or metal container or surface by means of a water based adhesive composition, said method comprising:

- (a) selecting a microvoided polypropylene label that will allow a water based adhesive to migrate into said microvoided polypropylene film;
- (b) applying a water based adhesive to said microvoided polypropylene label to form a fastenable label;
- (c) fastening said fastenable label to a glass or plastic container or surface; and
- (d) curing said microvoided polypropylene label on said glass or plastic container or surface.

48 (new): A plastic metal or glass container having a polymer label comprising a microvoided polymer that allows a water based adhesive to migrate into said microvoided polymer, a dried water based adhesive which affixes said microvoided polymer label to said container, said polymer label containing a portion of said dried water based adhesive within said polymer.

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